




**James City County 2035 Comprehensive Plan
Presentation to the Community Participation Committee**

May 22, 2014

- **Senior Services Coalition** is comprised of members from health and social services organizations, local government and businesses, non-profits and area residents
- Facilitates implementation of the **Community Action Plan on Aging**, a ten year plan that sets forth goals and activities that should be undertaken to ensure that the Greater Williamsburg Area is a more livable community for older adults



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Community Action Plan Priorities

- Ensure seniors and caregivers are Aware of and able to Access Resources
- Enhance the support of services to meet the needs of Vulnerable Seniors and their caregivers
- Encourage neighborhoods to be age friendly through Housing and Neighborhood Support
- Recognize that Seniors are a Resource by expanding opportunities for seniors to remain connected and contribute their skills and enthusiasm to the community

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Members actively working as a Coalition:

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|---|---|
| • Peninsula Agency on Aging | • Morningside Assisted Living |
| • Sentara Healthcare | • Spring Arbor |
| • Riverside Health System | • The Williamsburg Regional Library |
| • Olde Towne Medical Center | • United Methodist Church |
| • The Center for Excellence in Aging and Geriatric Health | • AARP |
| • United Way of Greater Williamsburg | • James City County |
| • Historic Triangle Senior Center | • City of Williamsburg |
| • Eastern State Hospital | • York County |
| • Alzheimer's Association | • Home Instead |
| • Angels of Mercy | • Colonial Behavioral Health |
| • Brookside Home Health | • Williamsburg Landing |
| • Colonial Heritage Community Foundation | • The Farley Center at Williamsburg Place |
| • Comfort Keepers | • R.F. Wilkinson YMCA |
| • Household Document Organization | • And many area seniors |

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Statistics

Demographics: Rapidly growing senior population

- 28% of JCC residents are age 60 or over; by 2030 this will increase to 40% of JCC residents
- The fastest growing demographic is older seniors age 75 and over
- >40% of residents 65+ have one or more chronic illnesses

Transportation

- 93% of HT residents 65+ own a car; heavy reliance on personal vehicles

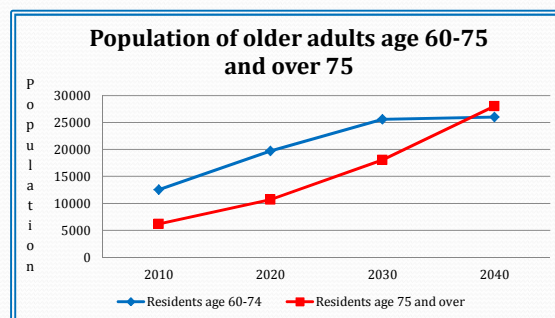
Financial Status

- Older workers (those 45 and over) make up 65% of the unemployed population in JCC.
- 13% of women and 9% of men 65+ living in JCC live below 200% of the federal poverty level (\$23k for 1 person, \$31k for 2 persons HH)

Sources: Older Dominion Partnership, Historic Triangle Oversample Report; Census 2005-2009 ACS. Table S21046₅

James City County is in Midst of Rapid Older Adult Growth

Between 2010 and 2040, the number of JCC residents age 75 and over is projected to increase by over 450% (Weldon Cooper Center for Public Service, 2012).



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Impacts of Aging Population

Living longer will increase demand on all community resources

Health Care

- Increased impact on Medicare, Medicaid, state and local resources,
- Increased calls to local EMS
- Increased number of residents with one or more chronic illnesses

Transportation/Mobility

- Increased numbers of older drivers
- Drivers voluntarily or involuntarily giving up driver's license, dependence on other for transportation
- Increased numbers with chronic illness needing transportation (dialysis, etc.)

Economic Development

- Increased number of employees who are family caregivers

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Impacts of Aging Population

Housing

- Increased support needed to enable older adults to remain in their own homes
- Increase in multi-generational households
- Increased need for affordable, accessible senior rental housing
- Increased need for affordable workforce housing
- Increased need for affordable independent and assisted living residences and skilled care facilities

Volunteerism

- Increased number of seniors volunteers who provide skills and knowledge to local agencies
- Enrichment of community events and activities through seniors' participation

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Increased number of family caregivers

- 65.7 million family caregivers (25% of U.S. population)
- The estimated economic value of their unpaid contributions is \$450 billion annually (health care savings)
- 7 of 10 family caregivers are employed full or part-time
- Cost to U.S. Employers in 2010 - \$33.6 billion
 - Absenteeism
 - Supervisory time
 - Workday Interruptions
 - Replacing Employees
 - Unpaid Leave

Sources: AARP, 2009; Met Life 2010; Forbes (2014), Family Caregiver Alliance

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Recommendations

Transportation/Mobility:

- Address the existing gaps in transportation by promoting a robust transportation system that provide transportation on demand
- Actively support the work of the Senior Transportation Task Force to create a One Call Service for transportation information, eligibility and scheduling
- Use larger, more visible fonts on street signage
- Set standards that create easy to navigate intersections and parking lots

Land Use:

- Set policies that promote healthy communities that enable older adults to remain engaged (locate senior housing near services, sidewalks, mobility plans, residential street standards that allow public transportation vehicles, etc.)
- Consider WATA service area when developing land use plans

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Recommendations

Housing:

- Provide incentives for developers of assisted living facilities to accept auxiliary grants
- Develop new, or enhance existing, incentives for developers to build affordable senior housing and workforce housing
- Work with non-profit housing developers to identify appropriate land and support their efforts to create affordable senior and workforce housing

Economic Development:

- Promote area efforts to encourage employers to hire older workers
- Work with employers to address the needs of family caregivers
- Continue to support SSC's Family Caregiver Training Program

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Current Coalition Initiatives

- Workforce Development Programs
 - Annual Senior Employment Fair
 - Experienced Workers in Transition Job Club
 - Employment Program for very low income seniors
- Keys to Healthy Aging Program
- Family Caregiver Skills Training
- Neighbor to Neighbor Program Assistance
- Age Friendly Community Indicators
 - Mobility, Housing, Engagement, Health Status, Awareness of and Access to Resources

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For more information about SSC
Call (757) 220-3480
Visit www.SeniorServicesCoalition.com

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